In the Claims

1   Claim 1 (currently amended): A computer program product for enabling television ("TV")

2   commerce to generate ~~additional~~ revenue streams <u>for TV originators</u>, said program product

3   embodied on computer readable media readable by one or more computing systems in an

4   interactive television environment having a connection to a computer network and comprising:

5   computer-readable program code means for initiating a TV commerce transaction by a

6   consumer using said interactive television environment, wherein said transaction pertains to an

7   offering of a merchant;

8   computer-readable program code means for gathering TV context information related to

9   said transaction;

10   computer-readable program code means for <u>securely transmitting</u> ~~including~~ said gathered

11   <u>TV</u> context information in a <u>series of</u> payment protocol ~~message~~ <u>messages that correspond</u>

12   ~~corresponding~~ to said <u>consumer's payment to said merchant for said</u> transaction<u>, such that said</u>

13   <u>gathered TV context information eventually reaches, in unaltered form, a payment processor that</u>

14   <u>processes payments for said merchant</u>;

15   ~~computer-readable program code means for sending said payment protocol message to a~~

16   ~~payment processor that processes payments for said merchant, to initiate said consumer's~~

17   ~~payment to said merchant for said transaction;~~

18   ~~computer-readable program code means for receiving said sent payment protocol message~~

19   ~~at said payment processor; and~~

20   computer-readable program code ~~means, responsive to said receiving, for~~ <u>means for</u>

21   automatically allocating<u>, by said payment processor,</u> a portion of said consumer's payment to one

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22   or more of said TV originators, according to ~~identified by~~ said ~~included~~ securely-transmitted TV

23   context information, and ~~information and~~ reducing an amount of said payment to be paid to said

24   merchant by said automatically allocated portion.

1   Claim 7 (currently amended): The computer program product according to Claim 1, wherein said

2   computer-readable program code means for automatically allocating further comprises:

3   computer-readable program code means for extracting an identification of each of said one

4   or more TV originators from said ~~included~~ securely-transmitted TV context information; and

5   . computer-readable program code means for determining said portion to be allocated using

6   a predetermined percentage of said payment, for each of said ~~identified~~ TV originators for whom

7   said identification is extracted.

1   Claim 8 (currently amended): The computer program product according to Claim 1, further

2   comprising computer-readable program code means for extracting said securely-transmitted TV

3   context information and sending said extracted ~~included context~~ information from said payment

4   processor to at least one of said one or more TV originators.

1   Claim 20 (currently amended): A system for enabling television ("TV") commerce to generate

2   ~~additional~~ revenue streams for TV originators in an interactive television environment, said

3   environment having a connection to a computer network and said system comprising:

4   means for initiating a TV commerce transaction by a consumer using said interactive

5   television environment, wherein said transaction pertains to an offering of a merchant;

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6   means for gathering TV context information related to said transaction;

7   means for securely transmitting including said gathered TV context information in a series

8   of payment protocol message messages that correspond corresponding to said consumer's

9   payment to said merchant for said transaction, such that said gathered TV context information

10   eventually reaches, in unaltered form, a payment processor that processes payments for said

11   merchant;

12   means for sending said payment protocol message to a payment processor that processes

13   payments for said merchant, to initiate said consumer's payment to said merchant for said

14   transaction;

15   means for receiving said sent payment protocol message at said payment processor; and

16   means, responsive to said receiving, for means for automatically allocating, by said

17   payment processor, a portion of said consumer's payment to one or more of said TV originators,

18   according to identified by said included securely-transmitted TV context information, and

19   reducing an amount of said payment to be paid to said merchant by said automatically allocated

20   portion.

1   Claim 26 (currently amended): The system according to Claim 20, wherein said means for

2   automatically allocating further comprises:

3   means for extracting an identification of each of said one or more TV originators from

4   said included securely-transmitted TV context information; and

5   means for determining said portion to be allocated using a predetermined percentage of

6   said payment, for each of said identified TV originators for whom said identification is extracted.

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1   Claim 27 (currently amended): The system according to Claim 20, further comprising means for

2   extracting said securely-transmitted TV context information and sending said extracted ~~included~~

3   context information from said payment processor to at least one of said one or more TV

4   originators.

1   Claim 39 (currently amended): A method for enabling television ("TV") commerce to generate

2   ~~additional~~ revenue streams for TV originators in an interactive television environment, said

3   environment having a connection to a computer network and said method comprising the steps of:

4   initiating a TV commerce transaction by a consumer using said interactive television

5   environment, wherein said transaction pertains to an offering of a merchant;

6   gathering TV context information related to said transaction;

7   securely transmitting ~~including~~ said gathered TV context information in a series of

8   payment protocol ~~message~~ messages that correspond ~~corresponding~~ to said consumer's payment

9   to said merchant for said transaction, such that said gathered TV context information eventually

10   reaches, in unaltered form, a payment processor that processes payments for said merchant;

11   ~~sending said payment protocol message to a payment processor that processes payments~~

12   ~~for said merchant, to initiate said consumer's payment to said merchant for said transaction;~~

13   ~~receiving said sent payment protocol message at said payment processor;~~ and

14   ~~responsive to said receiving,~~ automatically allocating, by said payment processor, a

15   portion of said consumer's payment to one or more of said TV originators, according to ~~identified~~

16   ~~by said included~~ securely-transmitted TV context information, and reducing an amount of said

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17   payment to be paid to said merchant by said automatically allocated portion.

1   Claim 45 (currently amended): The method according to Claim 39, wherein said step of

2   automatically allocating further comprises the steps of:

3   extracting an identification of each of said one or more TV originators from said ~~included~~

4   securely-transmitted TV context information; and

5   determining said portion to be allocated using a predetermined percentage of said

6   payment, for each of said ~~identified~~ TV originators for whom said identification is extracted.

1   Claim 46 (currently amended): The method according to Claim 39, further comprising the step of

2   extracting said securely-transmitted TV context information and sending said extracted ~~included~~

3   ~~context~~ information from said payment processor to at least one of said one or more TV

4   originators.

1   Claim 58 (previously presented): The method according to Claim 39, wherein said payment

2   processor is an acquiring bank.

1   Claim 59 (currently amended): The method according to ~~Claim 39~~ Claim 46, further comprising

2   the step of sending said extracted ~~included context~~ information from said payment processor to

3   said merchant.

1   Claim 60 (new): The method according to Claim 39, wherein said securely transmitting step

2   further comprises the step of digitally signing said gathered TV context information.

1   Claim 61 (new): The method according to Claim 60, wherein said payment processor determines

2   that said gathered TV context information is in said unaltered form by verifying said digital

3   signature.